

## ASC Touts RF and Thermal Management in Del Mar

Friday, May 15, 2009 | American Standard Circuits, Inc.

American Standard Circuits (ASC), a military-approved fabricator of high tech rigid and flexible printed circuit boards from West Chicago, Illinois, exhibited at the Del Mar Electronics Show last week in San Diego, California. The company was among roughly 1,000 exhibitors throughout the electronics supply chain, but were part of a much smaller group that represented companies from outside the immediate San Diego and Southern California area.

"We've done this show every year for the past five years--as long as I have been with American Standard Circuits. I've been at this show, walking it or exhibiting, for 15 years. I just like Del Mar. I like the feel. It's comfortable, not a glitzy convention center-type show," said William Dworak, Western Regional Sales Manager for ASC.

In Harvey Miller's article for I-Connect007, which covered the Del Mar show, he asked (and answered) the question as to why companies from out of area, especially as far as the Mid West and East Coast, would make a point to exhibit at this little electronics show in Del Mar. Dworak further commented, "We exhibit at this show because it is local to my customers and it is important to create a presence in your local business community--regardless of where your company is headquartered."



Dworak and ASC seemed to have been rewarded for their approach to the San Diego market. "This show was definitely busier for us this year over last year--more activity. We had a lot of people stopping in the booth. Leads were triple from last year." His is not a comment heard much over the

past year.

American Standard Circuits has been in business for over 22 years. They pride themselves on how they are able to stand out in their significantly populated PCB community within the Chicago area.

"We are a little different than most Chicago shops. Most local shops have tended to stay on the lower end of the technology spectrum and chase price. We are a technology shop. We do RF, bonded assemblies, mixed dialectics, flex and rigid flex. That is why I love selling it. And that is how we've separated ourselves in this arena," says Dworak. He adds that his company is continuing to see growth in RF and thermal management products and has risen to that challenge by patenting one of their own thermal management materials. ASC is one of a very few board shops to do this. "We see ourselves as being thermal and RF experts."

American Standard Circuits, in the Western Region, has added seven new customers since January--four in March alone. Be on the lookout for American Standard Circuits at upcoming tradeshow.

### **About American Standard Circuits**

American Standard Circuits (ASC) prides itself in being a Total Solutions Provider and manufactures quality rigid, metal-backed and flex printed circuit boards on various types of substrates for a variety of applications. These products can go into high speed computing, high frequency telecommunication ranging from aerospace to deep space, defense, LEDs and other heat sink automotive electronics, and navigation devices--right from small test and prototype quantities to large volume production. We provide all of our technologies in a time critical environment. Our staff is made up of world class, highly experienced Ph.D. materials scientists, engineers and Six Sigma black belts. Company certifications include ISO 9001:2000, MIL 31032 and ITAR registration. To learn more, visit [www.asc-i.com](http://www.asc-i.com).